

Message Text

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SUBJECT: AIR TRAFFIC CONTROL TECHNICAL SALES SEMINAR, SEPTEMBER
24-25, 1974

FROM: US TRADE CENTER

TO: COMMERCE FOR CLARY/COATES

1. SUMMARY. TAKING INTO ACCOUNT PRESENT STATUS MEXICAN
PROCUREMENT PROGRAM FOR AIR TRAFFIC CONTROL EQUIPMENT, SEMINAR
ACHIEVED ITS GOALS, EXPOSURE U.S. TECHNOLOGY TO KEY GOVERNMENT
OFFICIALS AND GENERAL MARKET. CONTACT MADE WITH MEXICAN SECRETARY
OF COMMUNICATIONS AND TRANSPORT AS WELL AS DIRECTORS GENERAL
AERONAUTICA CIVIL AND RAMSA. REGISTERED ATTENDANCE FROM MEXICAN
GOVERNMENT AND PRIVATE COMPANIES WAS TUESDAY, 63; WEDNESDAY, 49.
ATTENDANCE AT RECEPTION: 36, EXCLUDING APARTICIPANTS, REPS
AND EMBASSY.

PROJECTION OF SALES NEXT 12 MONTHS RESTRICTED BY APPARENT COM-
MITMENTS GOM TO THIRD COUNTRY SUPPLIERS IN MANY AREAS. HOWEVER,
PARTIAL RESULTS REPORTED BY FOUR PARTICIPANTS INCLUDE PROJECTED
SALES RANGING BETWEEN \$50,000 TO \$17.5 MILLION AND TOTALLING
OVER \$20 MILLION. SEMINAR DEFINITELY HAD POSITIVE EFFECT ON
POSITION U.S. EQUIPMENT IN THIS MARKET. U.S. MUST CONSIDER
FOLLOW UP PROMOTION WITHIN TWO YEARS; PERHAPS BROADER BASED
EXHIBITION ON AVIONICS AND AVIATION SUPPORT EQUIPMENT.

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2. FOLLOWING MONDAY ARRIVAL GROUP BRIEFED BY EMBASSY AND FLENER ESCORTED TO SECRETARY COMMUNICATIONS AND TRANSPORT BY DCM. TUESDAY SESSION ACHIEVED HIGH ATTENDANCE OF KEY PERSONNEL IN ALL PARTS MEXICAN AERONAUTICS. AMBASSADOR ON HAND INTRODUCE TOP MEXICAN GOVERNMENT OFFICIAL. LUNCHEON WELL ATTENDED BY SAME OFFICIALS. VISIT TO CONTROL CENTER BY PARTICIPANTS FOLLOWED; PRESS CONFERENCE HELD AT CONTROL CENTER GENERATED FOUR ARTICLES IN LEADING MEXICAN NEWSPAPERS. EVENING RECEPTION SPONSORED BY CROUSE-HINDS WELL RECEIVED BY BOTH PARTICIPANTS AND ATTENDEES.

3. AFTER WEDNESDAY MORNING SESSION, COMPANIES HAD INDIVIDUAL MEETINGS WITH AERONATUCA CIVIL, LSO ATTENDED BY OFFICIALS FROM RAMSA. BECAUSE OF LOW NUMBER OF KEY PERSONNEL IN THESE TWO ORGANIZATIONS, APPOINTMENTS UNAVOIDABLY SPREAD TO THREE DAYS: WEDNESDAY, THURSDAY AND FRIDAY. FOUR COMPANIES ALSO HAD MEETINGS WITH AIRPORTS BUREAU PUBLIC WORKS SECRETARIAT. ONE COMPANY HAD MEETING WITH GOM AGENCY CONCERNED WITH AIRPORT MAINTENANCE.

4. AMONG OTHER FACTORS, LACK OF INTEREST BY U.S. SUPPLIERS PRESENTED BY GOM AS REASON FOR LOW PERCENTAGE OF U.S. EQUIPMENT PURCHASED IN RECENT BIDS. NECESSARY CONSIDER FOLLOW UP PROMOTION IN THIS AREA. RECENTLY PREPARED TARGET INDUSTRY RESEARCH ON AVIONICS AND AVIATION SUPPORT EQUIPMENT WILL CONVENIENTLY SERVE AS BASIS.

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